



Weekly Information & Communication



April 4, 2016

NWA Recruitment & Retention Campaign

The National WIC Association has recently kicked off a 3 year national recruitment & retention campaign and would like your help! NWA is helping its partners identify 10 WIC staff people around the country to participate in one time interviews that will last 30-45 minutes. The final piece NWA needs help with is identifying individuals who are not WIC staff who benefit from or interact with WIC in some way. These people can be participants, former participants, community members and/or leaders, elected officials, or anyone else who may have an opinion of WIC.

To access the necessary forms, please contact Hannah Shultz - Communications, Media & Marketing Coordinator at National WIC Association – by [email](#) or phone (202-242-5492 ext 103).

4-7-16 Local Agency CC Call Agenda

Our local agency conference call is this Thursday at 9:00 am. Please plan to attend and refer to this [agenda](#) for webex and call in information.

Biannual Form Order April 15, 2016

Our April 15th forms order is coming up soon. The order [form](#) is located under clinic admin resources on the website, and we now have it in a fillable PDF format. Please have the order in **NLT Friday April 15th**. Plan to have enough to last until the next order on October 15th. Any questions please contact Kelly at 444-0909, or at KAughney@mt.gov.

Breastfeeding: Duration Linked with IQ and Earning Potential in Adults

[Longer duration of breastfeeding](#) is linked with higher IQ in adulthood, more education, and higher income according to a study published in [The Lancet Global Health journal](#). While breastfeeding has been linked with improved cognitive function in children, there is less data regarding adults. Following a group of almost 3500 newborns for 30 years, researchers controlled for 10 social and biological variables and looked at breastfeeding duration. An important factor for these subjects was that breastfeeding was evenly distributed across social class. While more research is needed, the potential impact of breastfeeding on adult cognitive function would have important public health implications. Read the article and submit the WIC CEU form for articles to Lacy at lalittle@mt.gov for credit.

MAWA Announcement

MAWA will be having the annual General Meeting at Fairmont Hot Springs, on Monday, April 25th, from 5-6pm, directly after the last WIC session. All MAWA members are encouraged to attend, and hear about the new direction being proposed for MAWA as a voice for the local WIC agencies. Light hors d'oeuvres will be provided.

There is still time for current, paid MAWA members to submit an application for a \$300 [MAWA Mini-Grant](#); submit to gayle.esp@riverstonehealth.org by April 8th. Any questions, please contact Gayle or Arwyn at awelander@missoulacounty.us.

My Plate Short Videos

As part of its National Nutrition Month activities, the Center for Nutrition Policy and Promotion (CNPP) launched the MyPlate, MyWins Challenge and video series.

The [MyPlate, MyWins Challenge](#) encourages friendly competition to promote small changes for a healthier lifestyle. The [MyPlate, MyWins video series](#) shows families who find simple solutions to make healthy eating work for them. The short videos are great for participants, and features tips for healthy eating.

April Time Study Reminder

April is a Time Study month. Please track and record your work for the month of April. **Final deadline** is May 5th. Contact Kelly ASAP at 444-0909 or KAughney@mt.gov if you have questions.

Public Health Workforce Development Survey

Recently Lead Local Public Health Officials and Tribal Health Officials received an email from Kristi Aklestad requesting participation in a [survey](#) to assess the local and Tribal public health workforce. The purpose of the survey is to understand public health competencies, training needs, and job satisfaction. The survey is voluntary, anonymous, and takes less than 25 minutes to complete. It needs to be completed before April 8. The survey results will be used to establish a baseline for public health competencies for the local and tribal public health workforce, identify opportunities for the Montana Department of Public Health and Human Services Public Health and Safety Division and the Montana Public Health Association to provide trainings based on the assessment results, and assist the surveyor in satisfying the requirements for a Master's Degree from the University of North Dakota.

Weekly Risk Code Highlight

[Risk Code 702](#), Breastfeeding infant of Woman at Nutrition Risk is defined as a breastfeeding infant whose mother has been determined to be at nutritional risk.

An example of when this code could be used is when a breastfeeding infant is a priority II and the mother is a priority I. This code could be assigned for the breastfeeding infant to bring them up to a priority I.

This institution is an equal opportunity provider.

Help us keep the distribution list updated - send e-mail address changes, additions and deletions to the WIC State Office at 1-800-433-4298.

